



伯明翰学院

BIRMINGHAM ACADEMY

Reg. No.: 200306960N

Course: Advance Diploma in Hospitality Management

Module code: ADH607

Assessment: Individual assignment

Duration/Word Length: 2000 (Minimum) - 2,500 words (Maximum), be within 10% of the required word count

Weighting within Module: 100%

Instructions:

1. Content shall include Introduction, Contents and Conclusion.
2. Assignments must contain:
 - a) a front cover (which must include the Intak student's full name, fin number, Intake ID, title of the assignment and word count)
 - b) a table of content must be on the second page
 - c) a footnote with the student name, module code (DH607), page number and total pages.
3. Submission must be either by hard copy or by soft copy.
4. All hard copies of assessments need to be printed and stapled securely. Electronic submission must be saved in the following file name order: Intake ID + Name + fin number - for example: DHM72_Steven_G1234567X.docx
5. Submission of electronic materials in word format, words in 12pts Times New Roman with a 1.5 line spacing.
6. You are to submit the assignment at least one (01) month before the expiry of your course. Please refer to your student contract.
7. The school reserves the right to refuse to mark any assignment that does not fulfil these instructions (That's 1. to 6.) and/or if the number of words do not fulfil the words length requirement and/or the assignment is submitted after submission date.
8. Please refer to section on guidance on assignment.

Guidelines:***Academic conventions and referencing***

1. It is expected that students use the following academic conventions in order to achieve a pass grade.
2. All sources, whether directly quoted, summarized or paraphrased, should be acknowledged properly through citations and references using the proper in-text citations and follow by Harvard Referencing Method at the Reference List. Failure to do so may result in students' receiving "fail" grade. Therefore, to receive a pass, student must acknowledge all the sources they have used. All students' assignments will be subjected to scrutiny by plagiarism software.
3. It is expected that students should write in an impersonal style. The only exception to this would be when students write self-reflective work.
4. It is expected that students should be able to communicate complex ideas clearly in both written and spoken English. Students should be able to use appropriate technical vocabulary and use correct syntax and grammar.
5. The student shall contact school mentor for guidance of the assignment.

Plagiarism and collusion

1. It is essential that students' assignments are their own work. Assignments are monitored for copying and plagiarism. Any instances where these practices are found will result in the case being reported to the Examination Board as possible malpractice.
2. The key to the avoidance of plagiarism is to understand that all statements, opinions, conclusions etc. taken from other work should be cited, whether the work is directly quoted, paraphrased or summarized.
3. It should be noted that this includes a student's own work. A common-sense approach is needed here. For example, there may be a clear need to use parts of one assignment in another assignment (the introduction, or background briefing, or common elements of research) and this is permitted. However, beyond this, any reproduced work (even if it is the student's own previous work) must be cited.
4. In the above context (and for the avoidance of doubt), it must be understood that it is not permitted to use large tracts of the main body of one assignment in another assignment. This would be classified as plagiarism.
5. There is no acceptable level of plagiarism for assignments.
6. During the moderation process, assignments will be reviewed by the moderation team and if plagiarism/collusion are found, the student will be issued with a failed grade. Owing to the failed grade, the student's assignment will be "re-accessed" and there is an applied "re-assessment" fee.

Assignment:

Your task is to understand the “Customer Satisfaction in Food and Beverage Marketing”. Share your opinion on how you will improve the customer satisfaction using marketing as a tool.

1. What factors influencing behavior of the customer satisfaction? 2. What are the main service quality dimension and their prioritization in the customer satisfaction of fine dining restaurant? 3. What are the relationship between service quality and customer satisfaction?

Instructions:

Your proposal should cover the following elements:

1. Introducing your company and state what you are going to do (improve the customer satisfaction) – 5 marks
2. Contents – 75 marks in total
 - A. Addressing the factors influencing behavior of the customer satisfaction (25 marks)
 - i. To identify the characteristic of service quality
 - ii. To define the attributes of service quality dimension of service quality from the customer satisfaction.
 - iii. To understand the difference between qualitative and quantitative approach.
 - B. The main service quality dimension and their prioritization (25 marks)
 - i. To determine the strength of the relationship between service quality and customer satisfaction.
 - ii. To measure the service quality affects the customer satisfaction in fine dining restaurant.
 - iii. To find out the link between service quality and customer satisfaction
 - C. Relationship between service quality and customer satisfaction (25 marks)
 - i. To identify significant relationship between the environment elegance impact positively towards customer satisfaction
 - ii. Service Quality and its model
 - iii. Measuring Service quality by SERVQUAL
3. Conclusion – 20 marks

Individual assignment (100%)

- ✓ Word format (Minimum 2000 words - Maximum of 2,500 words, be within 10% of the required word count)
- ✓ Visuals, Charts, Tables should be used wherever appropriate

Grading:

The assignment will be graded based on the following:

1. Delivery and overall layout
2. Contents and depth of research
3. Use of theories

-----End of Paper-----

Marking Scheme

1. Introduction: Smooth introduction to project (maximum 5 marks)
2. Conclusion: Smooth closure of project listing all recommendation (maximum 20 marks)
3. Contents: As followed (maximum 75 marks).

Sections	Knowledge / Comprehension (1 - 10 marks)	Application (11 - 20 marks)	Analyze (21 – 25 marks)
Room Division Section	Ability to list various aspect of room division (keywords: front Office Operations – Essential 4-phases elements of guest cycle, on-line booking, cancellation and reservation of rooms, assist guests to check-in, assist guests with their luggage, assist guests with information to optional tours, assist guests in airport transfers to hotel and vice versa, assist guests with local transportation (taxi-booking), handle checking-out procedures, handling payments during checking in/out, obtaining feedback from guests on service quality, general cleaning and tidying of rooms, clearing of rubbish in waste bin, clearing and washing of cups and electrical flask/kettle, sweeping of room, refilling of toilet roll/tissues	Ability to describe the listing	Ability to demonstrate analytical approach to refine
Food and Beverages Section	Ability to list the key functional areas of F&B operation (keywords: greet and seat customers promptly and politely, assist and serve customers in selecting the menu, respond appropriately where necessary, present standard menu and tableware, provide clear explanations of dishes as requested by customers, take food & beverage order in line with practices, change table setting according to customer's requirement, clearing and resetting tables in line with practices, comply with all relevant health and safety standards and washing and cleaning of kitchen and floor area and waste/left over from the preparation of food should be kept in a covered bin to prevent pests/rodents and other insects from contaminating the food, correct and appropriate use and proper storage of equipment and utensils especially sharp objects or kitchen knives to prevent injuries, courteous to customer, correctly carry out billing, maintain personal hygiene and cleanliness at all times including the separation of raw food away from the cooked food, be prompt and responsive to customer's request and ensure that the cooked food must not be consumed by guests after 4 hours from cooking time	Ability to describe the listing	Ability to demonstrate analytical approach to refine
Customer Service	Ability to list the steps in reservation and welcoming guest and the steps to perform table setting. (keywords: complete all service preparation with appropriate speed and quality, greet customers promptly and politely, appropriately handling with incidents in line with company policy, give accurate information to customers, provide appropriate and promptly assistance to customer, appropriately handling with feedback and compliance according to company policy, careful and thorough in work, anticipate and identify customer needs appropriately, promote establishment facilities and equipment, perform extra mile without prompting	Ability to describe the listing	Ability to demonstrate analytical approach to refine